ABSTRACT OF THE DISCLOSURE

An image and data association system automatically associates a digital image with data identifying a person whose image is taken. A digital camera is used to take an image of an attendee at a large promotional event attended by hundreds or thousands of persons. When the image is taken, an operator provides a unique identifier, such as a barcode, an RFID tag, or an OCR tag to the person whose image is taken. The unique identifier is then scanned into the computer, and the computer automatically associates the unique identifier with the image. The process may also be used to add promotional items to the image before it is retrieved by the person whose image was taken.

28